AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions, and listings, of claims in the application:

LISTING OF CLAIMS:

1. (original) A server for delivering a content to a plurality of users through a network, comprising:

a first memory for storing user information corresponding to each of the users, the user information indicating at least content replaying environment of the user;

a second memory for storing a plurality of format conversion programs each corresponding to a plurality of predetermined content replaying environments;

a format conversion selector for selecting a most suitable one from the format conversion programs based on the content replaying environment of the user, wherein the most suitable format conversion program provides a format most suitable for the content replaying environment of the user;

a format converter for converting the content into the format according to the most suitable format conversion program to produce a format-converted content for the user; and

a transmitter for transmitting the format-converted content to the user through the network.

2. (original) The server according to claim 1, wherein the content replaying environment of the user includes a type of replaying equipment of the user.

3. (original) The server according to claim 1, wherein the content is included in a content delivery request received from a content owner, wherein the content delivery request further includes delivery destination identifying each of the users.

4. (original) The server according to claim 3, further comprising a content storage section for storing the content received from the content owner.

5. (original) The server according to claim 1, wherein the content is a movie content, wherein the content replaying environment of the user includes screen information, projector information, and sound information, which identifies an environment of a movie theater of the user.

6. (original) A server for delivering a content to a plurality of users through a network, comprising:

a first memory for storing user information corresponding to each of the users, the user information indicating at least content replaying environment of the user;

a second memory for storing a plurality of format conversion programs each corresponding to a plurality of predetermined content replaying environments;

a third memory for storing correspondences between the users and the plurality of format conversion programs, wherein each of the correspondences is determined by selecting a most suitable one from the format conversion programs based on the content replaying environment of each of the users;

a format converter for converting the content into the format according to a format conversion program which is determined by searching the third memory for a corresponding user, to produce a format-converted content for the user; and

a transmitter for transmitting the format-converted content to the user through the network.

7. (original) A method for delivering a content to a plurality of users through a network, comprising the steps of:

preparing a first memory storing user information corresponding to each of the users, the user information indicating at least content replaying environment of the user;

preparing a second memory storing a plurality of format conversion programs each corresponding to a plurality of predetermined content replaying environments;

when a content delivery request identifying a user and a content is received from a content owner, searching the first memory for the user to find corresponding user information;

selecting a most suitable one from the format conversion programs based on the content replaying environment included in the found user information, wherein the most suitable format conversion program provides a format most suitable for the content replaying environment of the user;

converting the content into the format according to the most suitable format conversion program to produce a format-converted content for the user; and

delivering the format-converted content to the user through the network.

8. (original) A system for delivering a content from a content owner to a plurality of users through a network, comprising:

a content providing server which receives the content from the content owner to send it to each of the users, wherein the content providing server comprises:

a first memory for storing user information corresponding to each of the users, the user information indicating at least content replaying environment of the user; a second memory for storing a plurality of format conversion

programs each corresponding to a plurality of predetermined content replaying environments;

a format conversion selector for selecting a most suitable one from the format conversion programs based on the content replaying environment of the user, wherein the most suitable format conversion program provides a format most suitable for the content replaying environment of the user;

a format converter for converting the content into the format according to the most suitable format conversion program to produce a format-converted content for the user; and a transmitter for transmitting the format-converted content to the user through the network.

9. (original) A program instructing a computer to deliver a content to a plurality of users through a network, comprising the steps of:

preparing a first memory storing user information corresponding to each of the users, the user information indicating at least content replaying environment of the user; preparing a second memory storing a plurality of format conversion programs each corresponding to a plurality of predetermined content replaying environments;

when a content delivery request identifying a user and a content is received from a content owner, searching the first memory for the user to find corresponding user information;

selecting a most suitable one from the format conversion programs based on the content replaying environment included in the found user information, wherein the most suitable format conversion program provides a format most suitable for the content replaying environment of the user;

converting the content into the format according to the most suitable format conversion program to produce a format-converted content for the user; and delivering the format-converted content to the user through the network.

10. (new) The server according to claim 1, wherein the second memory contains format conversion programs for different usage conditions.

11. (new) The server according to claim 4, wherein the content storage section comprises a hard disc drive.

12. (new) The server according to claim 6, further comprising a content storage section for storing content received from a content owner.

13. (new) The server according to claim 12, wherein the content storage section comprises a hard disc drive.

14. (new) The server according to claim 6, wherein the second memory contains format conversion programs for different usage conditions.

15. (new) The method according to claim 7, wherein the network includes a content storage section for storing content received from the content owner.

16. (new) The method according to claim 15, wherein the content storage section comprises a hard disc drive.

17. (new) The system according to claim 8, wherein the network includes a content storage section for storing content received from the content owner.

18. (new) The system according to claim 17, wherein the content storage section comprises a hard disc drive.

19. (new) The system according to claim 9, wherein the network includes a content storage section for storing content received from the content owner.

20. (new) The system according to claim 19, wherein the content storage section comprises a hard disc drive.